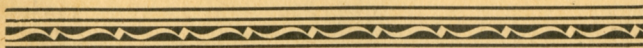




Keep Giving
to
Keep Winning!



★ ★ NATIONAL WAR FUND ★ ★



You are in the Service of
**YOUR COUNTRY —
YOUR COMMUNITY —
ALL HUMANITY**

These 10 Days



GREATER-LOWELL CAMPAIGN

OCT. 17 to 27



HEADQUARTERS
36 JOHN STREET

DIAL 3-5042



*The Whole Great
Cause Depends
On Your Job
Well Done*



Here Is Your Equipment —

1. STRESS . . .

.. the truth that this is the "Fund of the Year" which lifts our own stricken and needy to their feet; which gives the war-impooverished new reason to live. Not alone our Community's 16 helping hands, but 19 Allied Nations' Relief and Refugee Aids, the USO, War Prisoners' Aid and Seamen's Service are covered—38 Funds In One All-Encompassing Gift.

2. REMIND . . .

.. your prospect that otherwise he would be approached 38 times for 1945's needs. Give, then, this ONCE for ALL.

3. FAMILIARIZE YOURSELF . . .

.. with the 16 agencies of the Lowell Community Chest and the 22 other funds whose quotas must be met in the National War Fund drive. They are listed on the reverse side.

4. MAKE YOUR OWN PLEDGE FIRST . .

If you feel in your own mind you have done everything you can do, you will do your best to persuade the man you are going to solicit to do his best.

5. CONTACT EVERY PERSON . .

.. on your list! If you do not contact all your prospects, you have deprived them of the opportunity of giving. Goals are not reached when contacts are not made.

6. GET INCREASES . .

Talk increases—double—as subscribers are about to make pledges. The need is greatest in history. This is war!

7. DON'T . .

- .. leave pledge cards.
- .. telephone, excepting to make appointments.
- .. fail to attend all meetings.

The Nation Watches



THIS IS A NATIONAL DRIVE, KEYED TO
AN UNCONQUERABLE NATIONAL
PATRIOTISM

IT IS A POSITIVE PART OF AMERICA'S
ALL-OUT WAR EFFORT

IT MUST NOT BE SABOTAGED BY
DISINTEREST
CARELESSNESS COMPLACENCY



THINK SUCCESS!

THE 38 AGENCIES AT HOME AND AFAR SERVED BY THE 1945 NATIONAL WAR FUND

LOWELL COMMUNITY CHEST

Lowell Association for the Blind
Lowell Boys' Club
Boy Scouts
Lowell Catholic Charitable Bureau
Country Week Organization
Florence Crittenton Rescue League
Girl Scouts
Girls' City Club
Goodwill Industries, Inc.
International Institute
Mass. Society for the Prevention of
Cruelty to Children
Lowell Visiting Nurse Association
Salvation Army
Lowell Social Service League
Young Men's Christian
Association
Young Women's
Christian Association

SERVICES TO ARMED FORCES

USO (United Service Organizations)
United Seamen's Service
War Prisoners' Aid

UNITED NATIONS RELIEF

American Denmark Relief, Inc.
American Field Service
American Relief for Norway
American Relief for Czechoslovakia
American Relief for France
American Relief for Italy
Belgian War Relief Society
British War Relief Society
Friends of Luxembourg
Greek War Relief Association
Philippine War Relief
Polish War Relief
Queen Wilhelmina Fund
Russian War Relief
United China Relief
United Lithuanian
Relief Fund
United Yugoslav
Relief Fund

REFUGEE RELIEF

Refugee Relief Trustees
United States Committee for the Care of European Children

IMPORTANT DATES

OPENING MEETING—Wednesday, Oct. 18
At Memorial Auditorium, 6.15 P. M.

REPORT MEETING—Friday, Oct. 20

REPORT MEETING—Tuesday, Oct. 24

CLOSING MEETING—Friday, Oct. 27

GREATER-LOWELL DOES ITS JOB FOR A GREAT AMERICA



\$210,000 *for* 1945
THE NATIONAL WAR FUND



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